

## CLAIMS

What is claimed is:

**[c01]** A method, comprising the steps of:

controlling a display of a communications device using a Subscriber Identity  
Module application; and

specifying a duration in the Subscriber Identity Module application for which text  
is displayed.

**[c02]** A method according to claim 1, wherein the step of specifying the duration for which the  
text is displayed comprises an attribute in the Subscriber Identity Module application, the  
attribute specifying the duration for which the text is displayed.

**[c03]** A method according to claim 1, wherein the step of specifying the duration for which the  
text is displayed comprises specifying a "duration" data object for a DISPLAY TEXT  
command in the Subscriber Identity Module application.

**[c04]** A method according to claim 3, wherein the "duration" data object is a parameter in the  
DISPLAY TEXT command.

**[c05]** A method according to claim 1, wherein the step of specifying the duration comprises  
specifying a time for which the text is displayed before clearing the text.

**[c06]** A method according to claim 1, wherein the step of specifying the duration comprises  
specifying the duration for which the text is displayed before executing a command to  
clear the text.

**[c07]** A method according to claim 1, wherein the step of specifying the duration comprises  
specifying the text shall be displayed until a user clears the text.

- [c08]** A method according to claim 1, further comprising displaying the text until an external event is detected.
- [c09]** A method according to claim 1, further comprising displaying the text until an internal event is detected.
- [c10]** A method according to claim 1, further comprising utilizing a Subscriber Identity Module application toolkit to create the Subscriber Identity Module application.
- [c11]** An apparatus, comprising:
- a Subscriber Identity Module for use in a communications device, the Subscriber Identity Module storing a Subscriber Identity Module application in memory;  
wherein the Subscriber Identity Module application specifies a duration for which text is displayed on the communications device.
- [c12]** An apparatus according to claim 11, wherein the Subscriber Identity Module application utilizes an attribute to specify the duration for which the text is displayed.
- [c13]** An apparatus according to claim 11, wherein the Subscriber Identity Module application specifies a "duration" data object for a DISPLAY TEXT command.
- [c14]** An apparatus according to claim 11, wherein the duration specifies a time for which the text is displayed before the text is cleared.
- [c15]** An apparatus according to claim 11, wherein the duration specifies a time for which the text is displayed before executing a command to clear the text.
- [c16]** An apparatus according to claim 11, wherein the duration specifies the text shall be displayed until a user clears the text.
- [c17]** An apparatus according to claim 11, wherein the Subscriber Identity Module is embodied in a plug that interfaces with the communications device.

**[c18]** An apparatus according to claim 11, wherein the Subscriber Identity Module is embodied in a card that interfaces with the communications device.

**[c19]** An apparatus, comprising:

circuitry for at least one of receiving and transmitting signals;  
a display device for presenting text to the apparatus;  
a microprocessor for controlling the circuitry and the display device; and  
a Subscriber Identity Module executing a Subscriber Identity Module application stored in memory, the Subscriber Identity Module application comprising an attribute specifying a time for which text is displayed on the display device.

**[c20]** An apparatus according to claim 19, wherein the attribute comprises a “duration” data object in a DISPLAY TEXT command, the “duration” data object specifying the time for which the text is displayed on the display device.